

Greetings, you MAD readers! You're now holding in your MAD hands the very first MAD issue of MAD!

For us, the editors, this is a great occasion . . . for in the next few moments, you will be one of the many who are deciding the fate of MAD all over the country.

Many months ago, we had a meeting in the New York offices of Entertaining Comics. We decided we wanted to add another mag to our line . . . so we met behind locked doors to figure out what our new book would be. Well, we looked through our mail for a lead . . . we thumbed through our idea files ... we paced the floor, beat our heads against the wall, and bit off all our fingernails! Should we do another war mag? No! Plenty of them on the stands already! Another science-fiction book? Nah! Market is filled to capacity! A horror book? Nyeh! Far too many of them around! Romance? Adventure? Western? Nope . . . nope! We were tired of the war, ragged from the science-fiction, weary of the horror. Then it hit us! Why not do a complete about-face? A change of pace! A comic book! Not a serious comic book . . . but a COMIC comic book! Not a floppity rabbit, giggily girl, anarchist teenage type comic book . . . but a comic mag based on the short story type of wild adventure that you seem to like so well. THAT WAS IT! Immediately we leaped to our typewriters, our drawing boards, and our india ink . . . we worked like a crew of inspired demons! In no time at all, MAD was born.

You are now holding our dream child in your hands. We had a swell time creating MAD . . . and we hope that MAD will have a long successful life. But you, the reader, will decide that!

All right! We've said our piece. Now read! Enjoy yourself! When you're through with MAD, we'd like to know what you think of it. Any suggestions or criticisms you have to make will be greatly appreciated. Subscriptions to MAD, as to any other E.C. mag, will set you back 75c for six issues . . . full year's output! The address for letters or subscriptions is:

The Editors MAD Room 706, Dept. 1 225 Lafayette Street N. Y. C. 12, N. Y. The following is a complete list of titles published by



in the order of their publication.

THE HAUNT OF FEAR

> WEIRD SCIENCE

CRIME SUSPENSTORIES

FRONTLINE COMBAT

TALES FROM
THE CRYPT

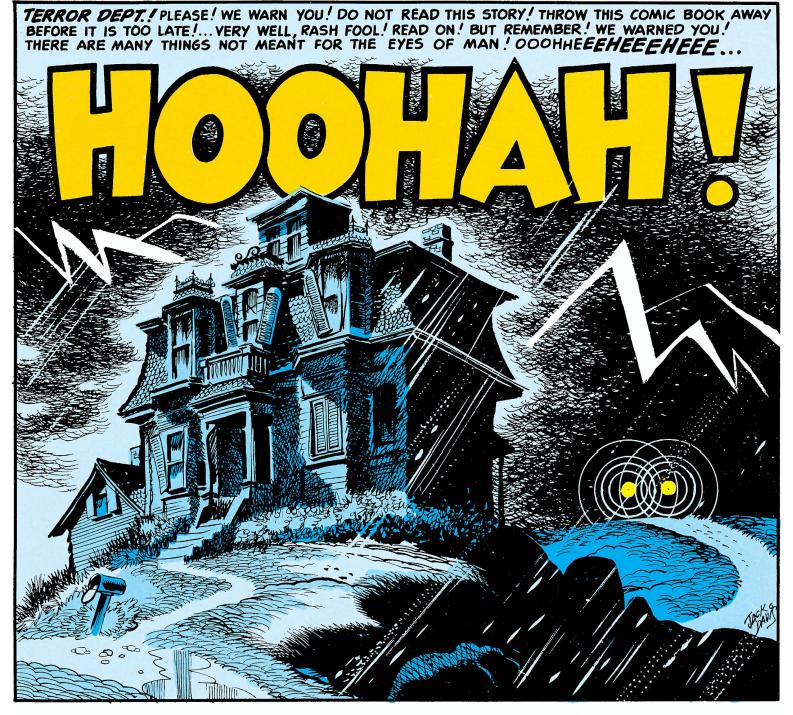
WEIRD FANTASY

THE VAULT

SHOCK SUSPENSTORIES

TWO-FISTED

Mad. Oct.-Nov., 1952—Vol. 1, No. 1. Published Bi-Monthly by Educational Comics, Inc., at 225 Lafayette St., New York 12, N. Y. William M. Gaines, Managing Editor. Harvey Kurtzman, Editor. Application as second class matter pending at the Post Office at New York, N. Y. One year subscription in the U. S. 60c plus 15c for packing and mailing—total 75c. Elsewhere \$1.00. Entire contents copyrighted 1952 by Educational Comics, Inc. Unsolicited manuscripts will not be returned unless accompanied by stamped return envelope. No similarity between any of the characters, names or persons appearing in this magazine with any of those living or dead is intended, and any such similarity is purely coincidental. Printed in U. S. A.



NIGHT ... BLACK, WET, POURING NIGHT, NIGHT. ROARING VELVETY NIGHT, PUNC- NIGHT ... WHEN MEN SLEEP AND EVIL WITH THE MUFFLED MONOTONOUS SIZZLE TUATED BY BLUE-WHITE FLICKERING WAKES !... A BLACK SEDAN CAREENS THE

WAKES!... A BLACK SEDAN CAREENS THROUGH OF FAT RAINDROPS HITTING THE GROUND! LIGHTNING AND BOWLING-BALL THUNDER! THE NIGHT, SWERVING MADLY ON THE WET ROAD!





























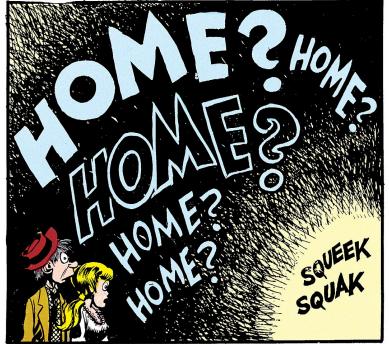


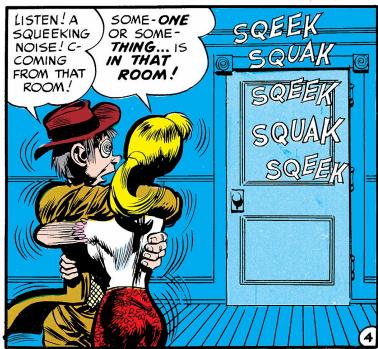
















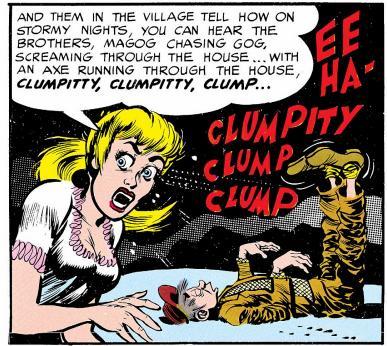
THE ROOM IS EMPTY! JUST A
ROCKING CHAIR! THE ONLY EXIT
OUT OF HERE IS THIS DOOR AND
THAT TINY VENTILATOR, AND
NOTHING HUMAN COULD
FIT THROUGH THERE!

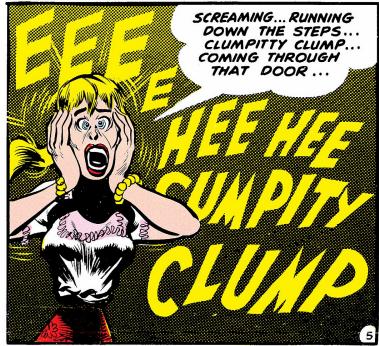
BUT SOMEONE... SOMETHING... WAS ROCKING THAT CHAIR! THE STORIES IN THE VILLAGE SAY HOW WHEN MAGOG BOGG WENT MAD, HE'D JUST SIT IN THE ROCKING CHAIR... AND ROCK AND ROCK!



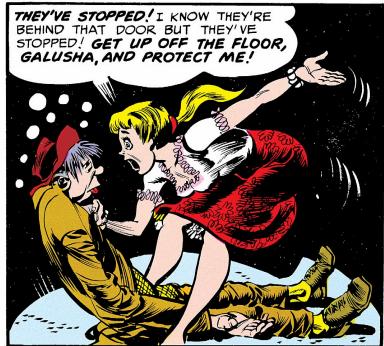
THAT'S THE WAY HE DIED, THEY SAY!
JUST ROCKING IN A SQUEEKY ROCKING CHAIR! AND THEM IN THE VILLAGE
TELL HOW YOU CAN STILL HEAR THAT
CHAIR IN THE NIGHT... ROCKING...
EVER ROCKING... SQUEEK, SQUAWK,
SQUEEK, SQUAWK!

















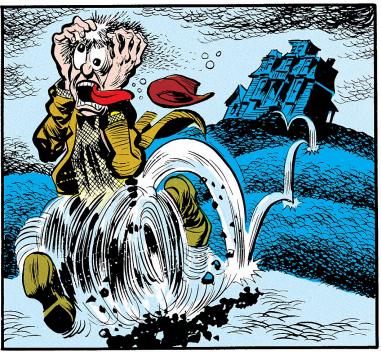






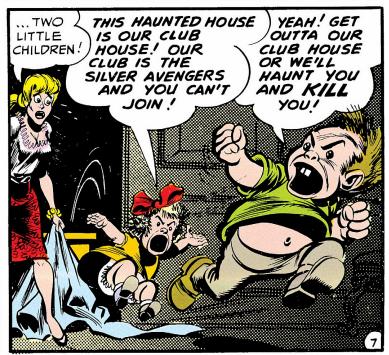


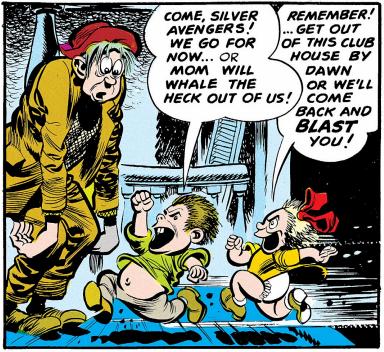


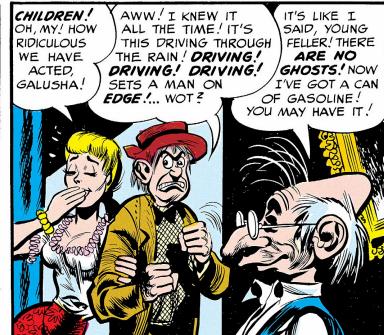


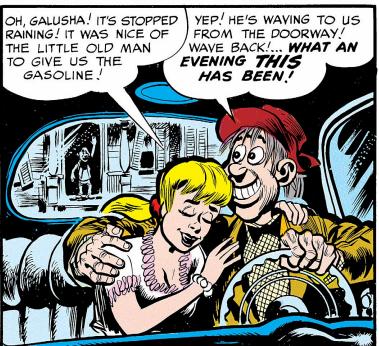












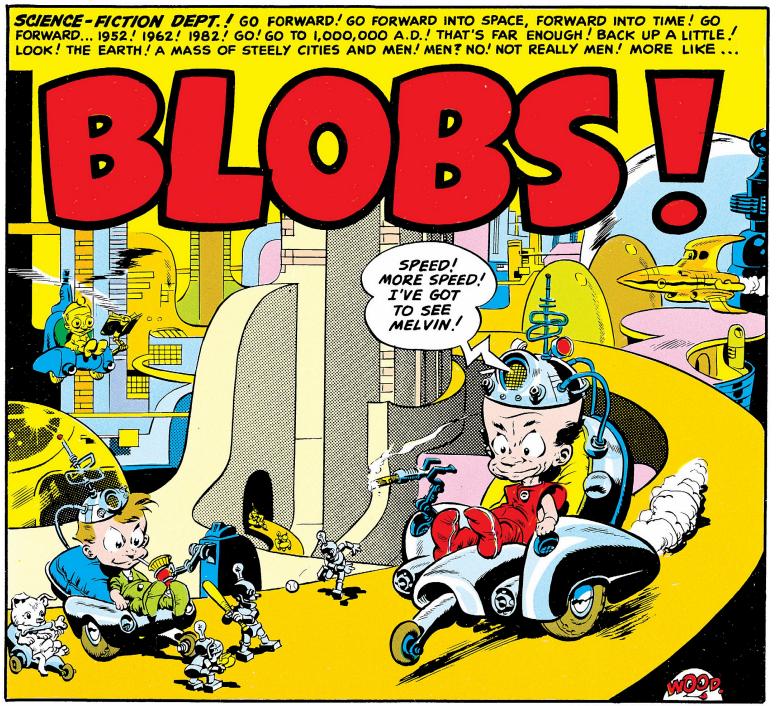




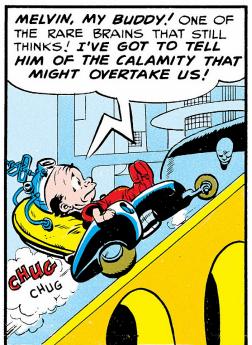




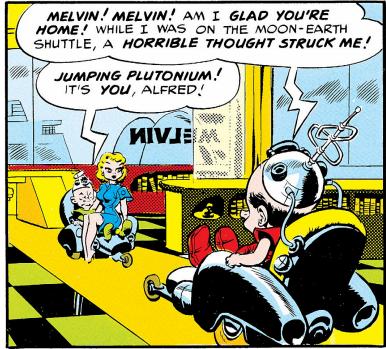


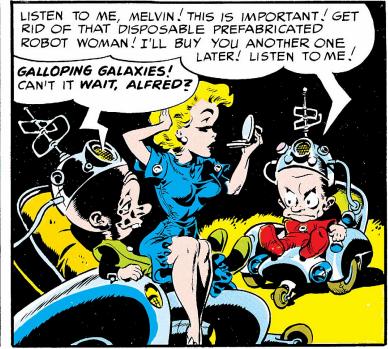




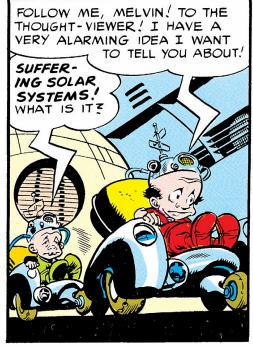


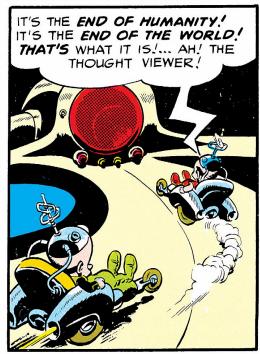


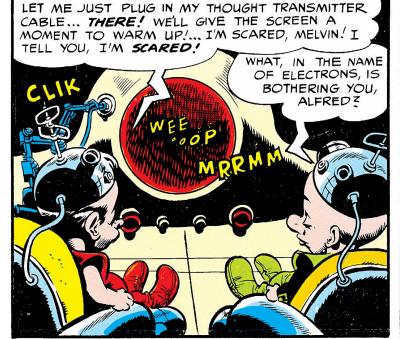


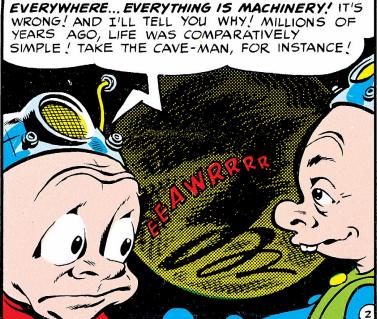












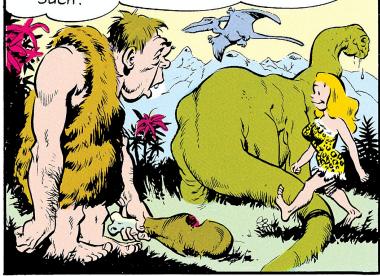
IT'S THIS MACHINERY! ALL THIS MACHINERY!







HIS SOCIAL LIFE WAS EQUALLY SIMPLE! AS I UNDERSTAND IT, IF HE SAW A FEMALE HE MIGHT DESIRE FOR A MATE, THERE WAS NO TAKING HER OUT TO A MOVIE OR SOMESUCH!



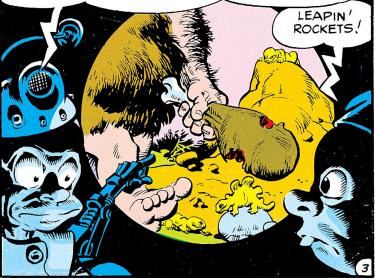
HE SIMPLY WOULD BASH THE FEMALE ON THE HEAD WITH HIS FIST, OR SOME CONVENIENT BLUNT INSTRUMENT, AND THAT WOULD BE THAT! THERE WOULDN'T BE ANYTHING ELSE TO IT!



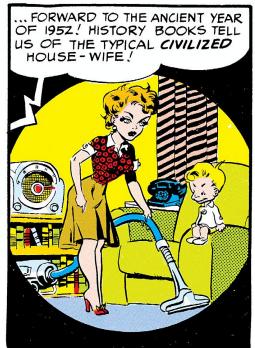
HE WOULD THEN DRAG THE FEMALE OFF TO HIS CAVE, AND THERE SHE WOULD REMAIN AS HIS WIFE! SIMPLE! EFFECTIVE! AMERICAN!...
BUT EVEN THEN, THE SICKNESS WAS SETTING IN!



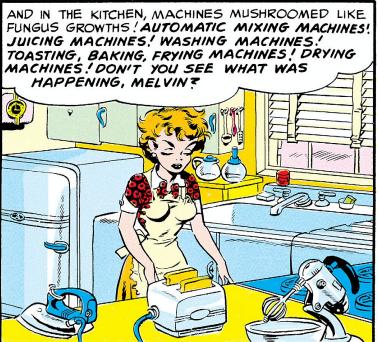
THAT BLUNT INSTRUMENT. THAT TOOL !... THAT WAS MAN'S MISTAKE! FOR THAT TOOL, WAS THE FIRST IN A HISTORY OF TOOLS THAT MAN WOULD FASHION TO DO HIS WORK FOR HIM!

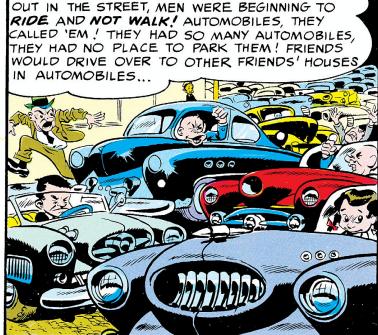






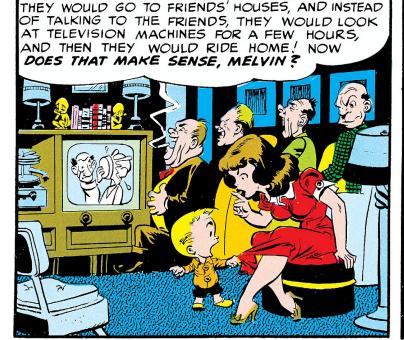


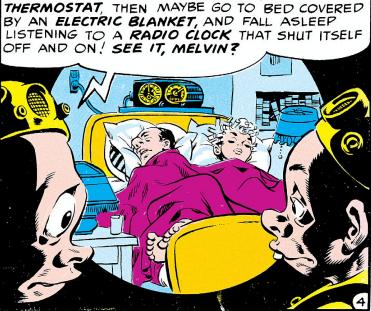




WHEN THEY GOT HOME, THEY WOULD REGULATE

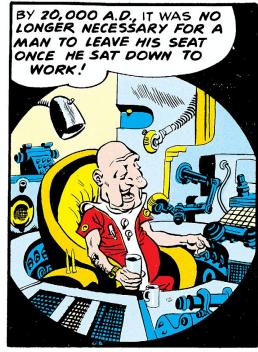
THE TEMPERATURE OF THE HOUSE WITH A

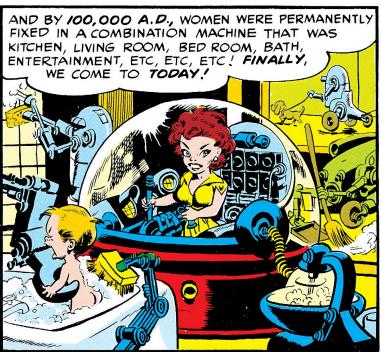


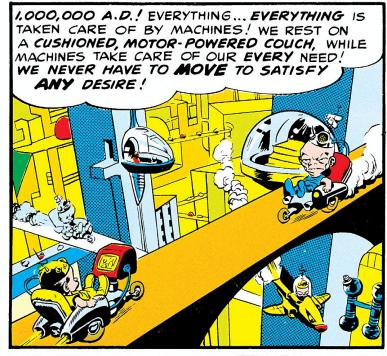


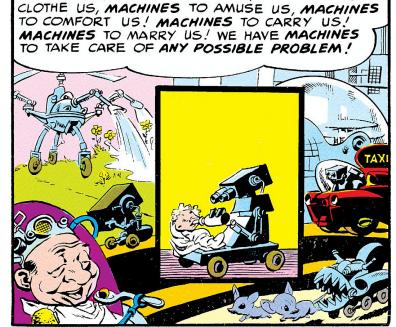




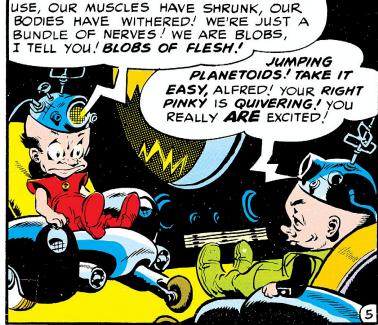




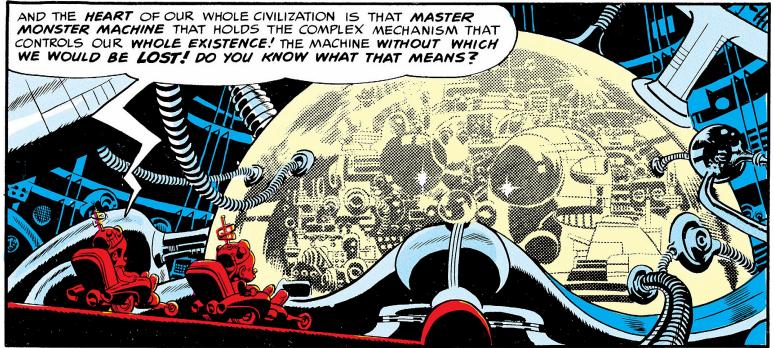




WE HAVE MACHINES TO FEED US, MACHINES TO



AND LOOK AT US! THROUGH YEARS OF DIS-



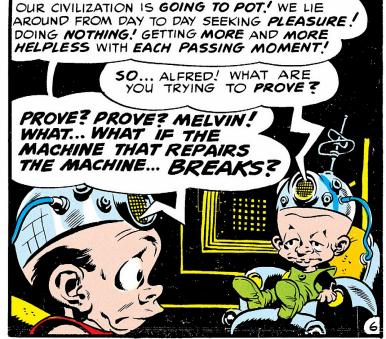






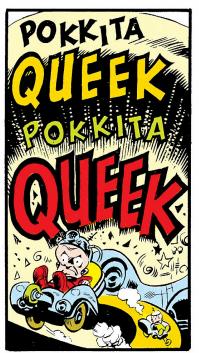
OVER THERE! THAT ONE WANTS ONE OF THOSE DISPOSABLE PREFABRICATED ROBOT WOMEN... ANCIENT 1952 HOLLYWOOD STYLE! HE PUTS A COIN INTO THE MACHINE AND GETS A ROBOT WOMAN! HAVE YOU NOTICED HOW LESS AND LESS MEN ARE GETTING MARRIED, AND MORE AND MORE OF THESE ROBOT WOMAN ARE BEING SOLD?



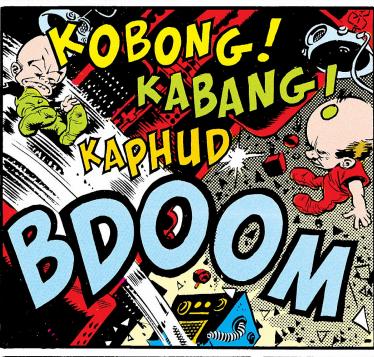


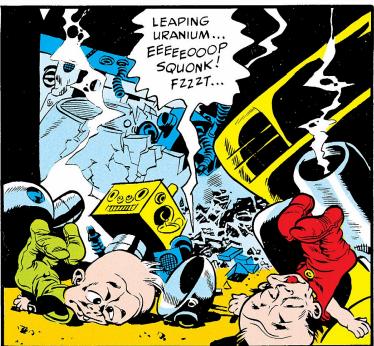














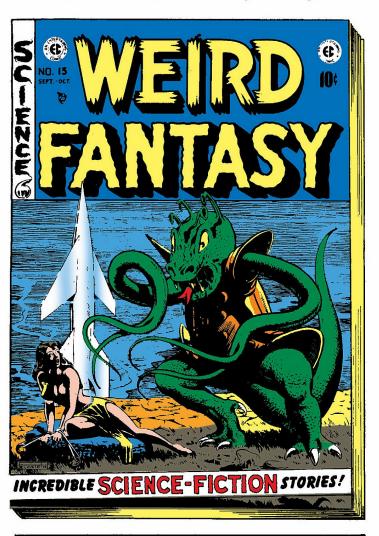




YES, DEAR READER! THE MACHINE DID BREAK!



WE AT E.C. ARE PROUDEST OF OUR SCIENCE - FICTION MAGAZINES! LOOK FOR...







Captain Malfeasance O'Malley of the Bureau of Missing Persons was trying to console the unhappy and heart-broken couple who were sobbing holes through the hand-rolled, monogrammed Kleenex tissues he had received for Christmas! Poor Mr. and Mrs. Omar Kayak were weeping over the loss of their only son, little Lemur Kayak.

O'Malley grabbed the rest of the Kleenex out of their tear-soaked hands and shoved it into a desk drawer. "This department has left no stone unturned in searching for your son. In fact, the mayor has ordered us to put the sidewalks back as they were!! But be of stout heart, for I have called the eminent Professor Cosmo McMoon—of Embraceable U.—in on this baffling case!

"The professor is accomplished in many fields. He's the man who put chlorophyl in Sen-Sen! He's explored the wildernesses of the human mind with gun and camera! He's been in so many minds, he's practically out of his own!! Have you read his latest tome, "The Rest of Your Mind May Not Work . . . But Your Medulla Oblong Gotta!'? He is also the force behind the proposed 'Impeach Ben Franklin' movement. Unfortunately, Franklin was never president. He is the author of our new financial recovery program. He plans to send all Americans to Europe to live off Uncle Sam. A marvelous plan . . . it would reduce taxes tremendously!"

The door flew open! A distinguished man with a tuning-fork beard, clad in a midnight-blue dinner jacket, yellow Tunisian trousers, and open-toed, hob-nailed boots, stomped in!

"I received your urgent message on my tieclasp radio, O'Malley, just as I was presenting my latest bill to the Senate page-boys! A bill to empty the Pacific into the Atlantic by means of a coast-to-coast bucket brigade. No more would our glorious West be threatened with floods! But what of the missing cherub?"

Mrs. Kayak began the strange tale amid sobs and wails.

"Our dear little Lemur was a healthy, alert and normal boy until the day I brought home that box of table salt from the grocer's."

"What's so unusual about a box of salt?", asked Cosmo.

"Nothing! It was a famous brand. You've seen it! It comes in a round red box with a yellow top and a little tin spout for pouring."
"Yes, go on please!"

"Well, on the box, in a diamond shaped frame, is a picture of a Shaker lady with a brown bonnet on her head. The lady is smiling and in her hand she's holding another box of salt and on it is a picture of another Shaker lady holding another box of salt on which there is a picture of—"

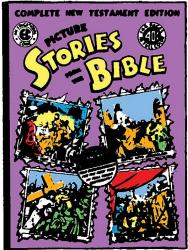
"I know . . . a Shaker lady with a box of salt!!! They keep diminishing. Go on, please!"

"Well, our dear little Lemur just sat for hours on end and stared from one Shaker lady on to the next. He seemed fascinated! And then one day . . . (sob) . . . he . . . (sob) . . . disappeared! And just when I was about to change to a brand of salt with just *one* little girl with an umbrella on the package! That's life! When it rains . . . it pours!"

Cosmo McMoon stroked his beard thoughtfully. Captain O'Malley dried some wilted Kleenex by the heat of his desk lamp. The poor Kayaks just sobbed. Then the magnificent mind of McMoon came up with the solution!

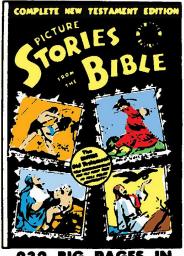
"My dear friends! Your little boy has gone off into another dimension—and I am sure he's very happy there. Yes, he has gone into IN-FINITY... with the Shaker lady! The infinite is the unattainable limit of an unending process of construction. The extended objects of our ordinary perception do not occupy all the span of our field of vision. Objects last for a longer or shorter period, before which they were not experienced and after which they are no longer experienced. Lemur has gone into infinity... right down to the last salt box in the hands of the last unseen Shaker lady!"

Now Mr. and Mrs. Omar Kayak were very happy. They hurried right home to talk to their little box of salt!



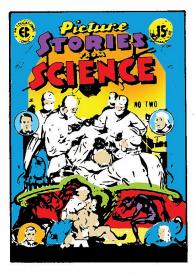
## 44 BIG PAGES IN FULL COLOR

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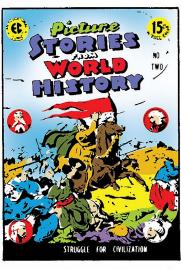


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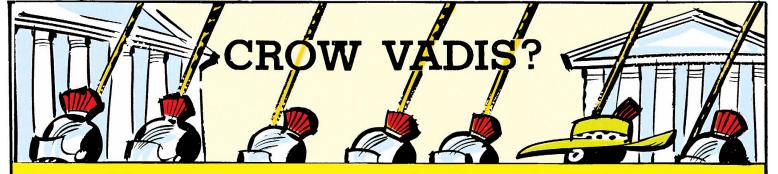
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Tiberius O'Leary— Roman Counterspy! Rome 106 B.C.

Senator Gaius Tobey assigned his best secret operative, Tiberius O'Leary, to crack down on gamblers who were fixing the spear-point spreads in the gladiator matches. The Romans had been shocked by the recent bribing of schoolboy athletes in the Colosseum!

Tiberius, working incognito, put on a zoot-toga and headed for a little poolroom just off the main drag, the Appian Way!

Inside the emporium, Marcus Sumatra, a dixieland lyre-player, crooned a tender refrain, "The Cry of the Wild Helvetian"! Tiberius quickly joined in a game of Roman Parchisi.

Amid cries of "You're faded, Brutus," "VII come XI," and "Baby needs a new pair of sandals," Tiberius raked in the chips! Suddenly, one of the heavy losers rapped Tiberius with a roll of denarii clenched in a closed fist. When Tiberius came to, the joint was raided by Chief Lucius Patton and the Forum Police, who put the bracchia on one and all!

Tiberius was thrown into solus confinement for 24 years and 8 months, despairing of ever fulfilling his secret mission. At this time, all men in Rome, between the ages of 18 and 25, received:

"Greetings from the Emperor! You are hereby ordered to report to local draft board MCXXV for a pre-induction physical!"

The Romans put Tiberius on their

shoulders and marched with him to the Grand Central Forum. They sang rousing choruses of "When Graccus Comes Marching Home Again," "The Chariot-Wheel of Fortune," "Bell Bottom Togas," "This is the Pedites, Mr. Tiberius," and "I'm a Roman Doodle Dandy"!!

At the draft board, Tiberius was immediately classified 1-A and sent to Fort Dixiebus for basic training.

At the fort, he was given a glass of milk; some gefuelte fish, and then an R.I. (Roman Issue) haircut. Now he was ready to relieve a Vestal Virgin for active duty!

He entered the Chemical Corps at the out-break of the Second Punic War. He was assigned to a place called Oak Ridge to carry on his explosive experiments.

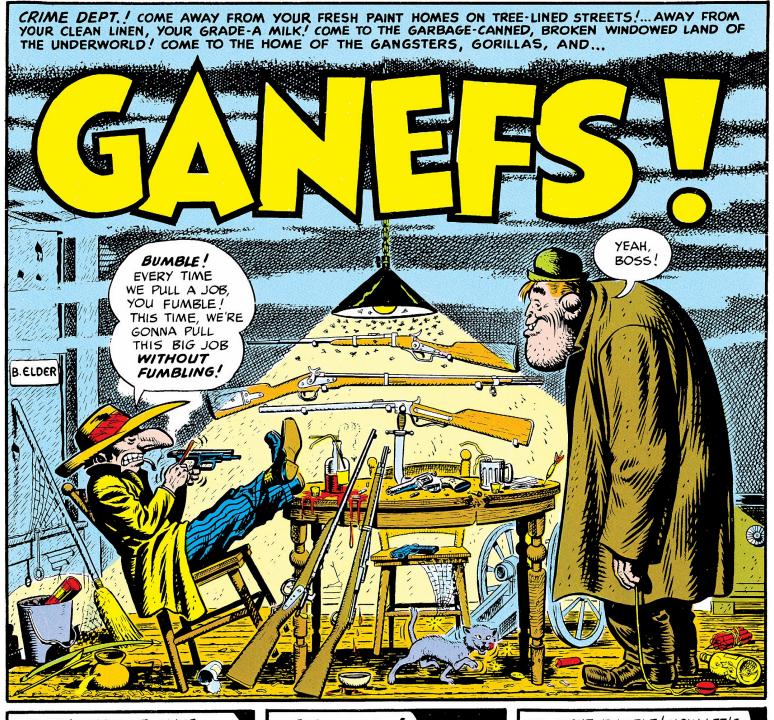
Then the Romans invaded the White Cliffs of Dover! They discovered that the white cliffs were made of chalk, so they brought home a galley-full! The Roman Board of Education was elated! Roman students could write on their slates at last!

But the triumph of progress was short-lived! The kids were ruining their togas with chalk-dust. Tailors and cleaners were living off the fad of the land!!

Tiberius retired to his lab, and after 32 years of research, came out with an implement to clean slates. It was called . . . "Eradico Scribendi"!

But, as he emerged from his sanctuary with his wonderful discovery, Rome fell!!

And that's how *ERASERS* were born!

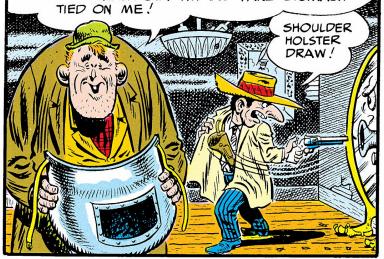


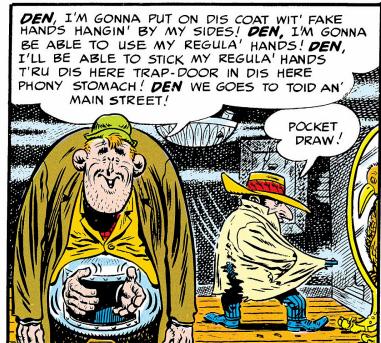


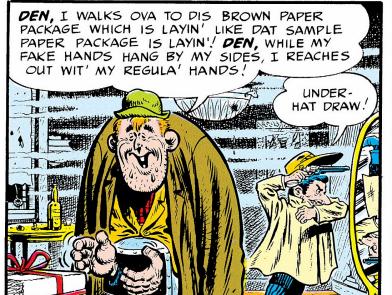


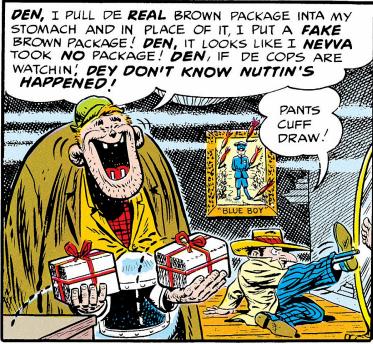


FOIST, WE CALLED DE MAYOR AN' TOLD HIM DAT HE GOTTA FORK OVER TEN GRAND OR WE'LL BUMP OFF HIS FAMILY! DEN, WE TOLD HIM HOW HE SHOULD LEAVE DE MONEY IN A BROWN PAPER PACKAGE ON TOID AN' MAIN STREET! DEN I'M GONNA WALK OVA WIT DIS FAKE STOMACH TIED ON ME!





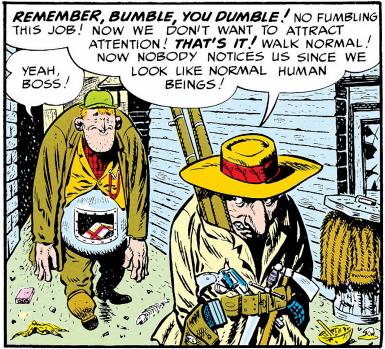


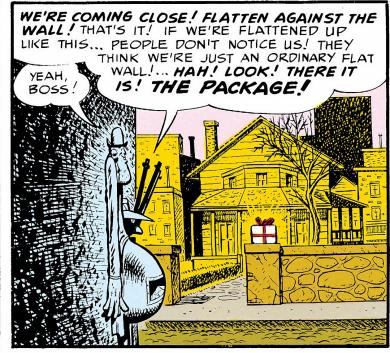






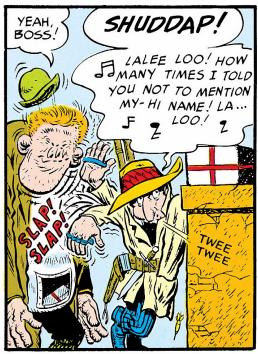




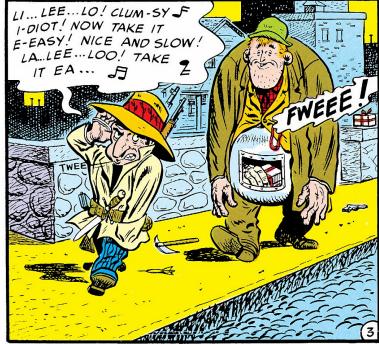


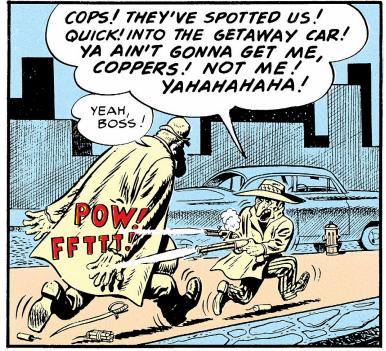


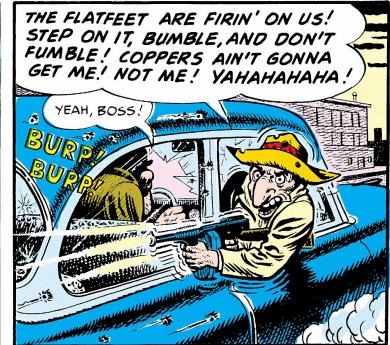








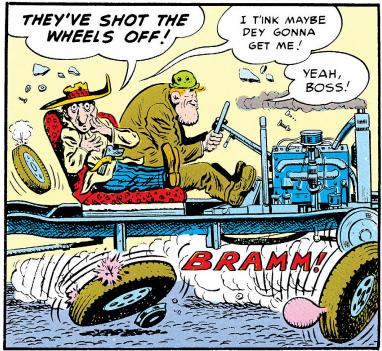


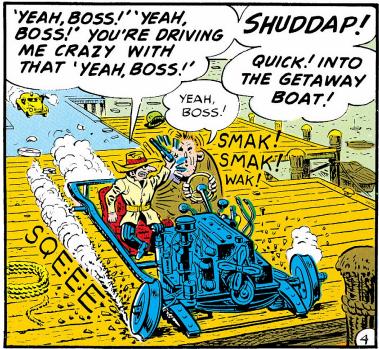


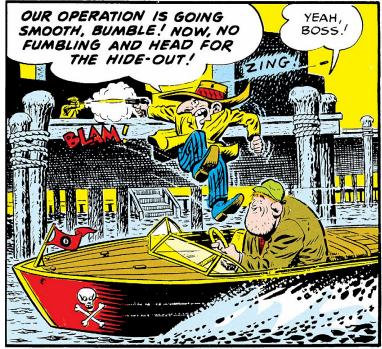










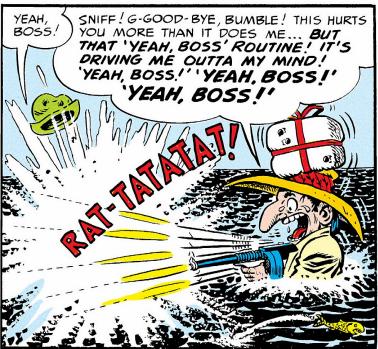


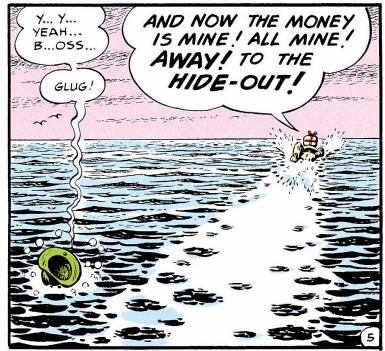


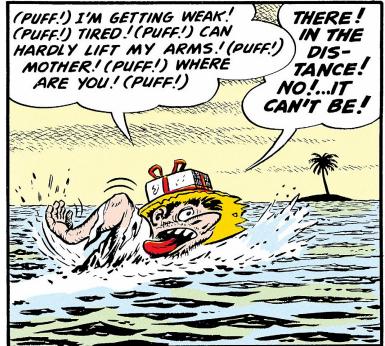


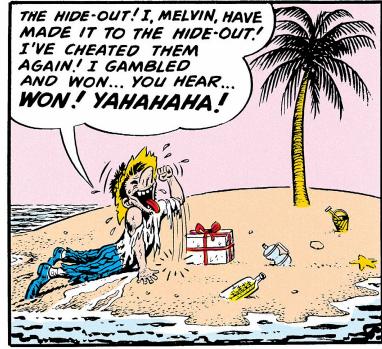








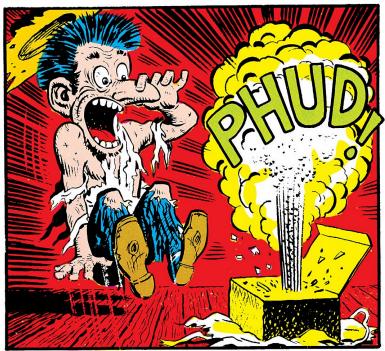


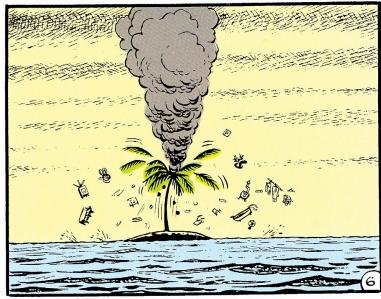




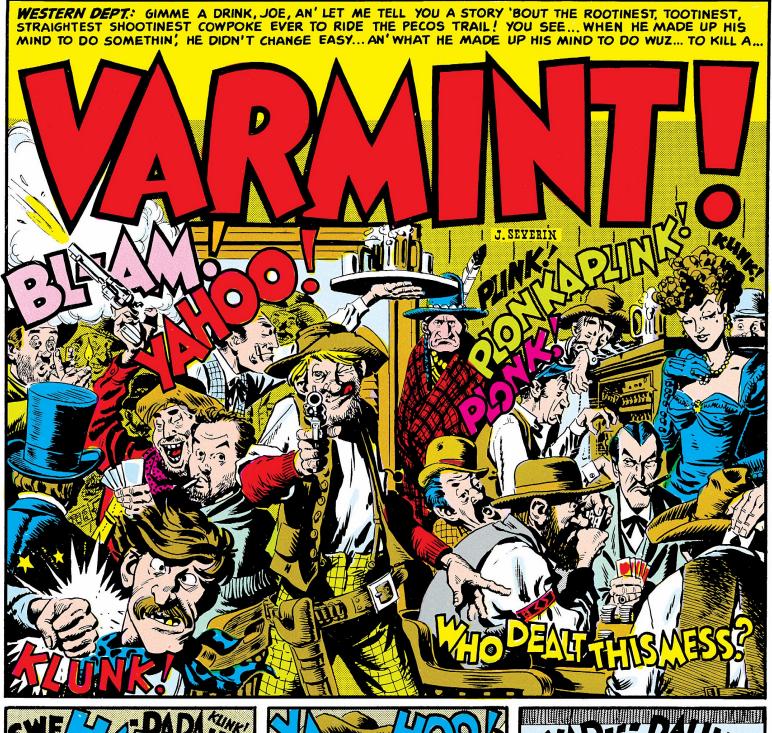


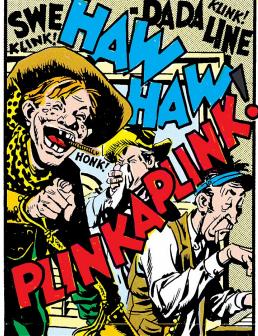


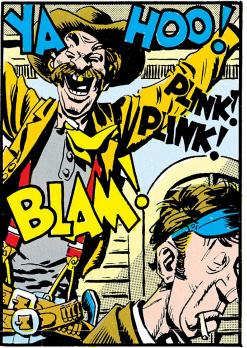


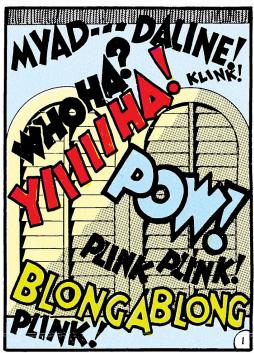


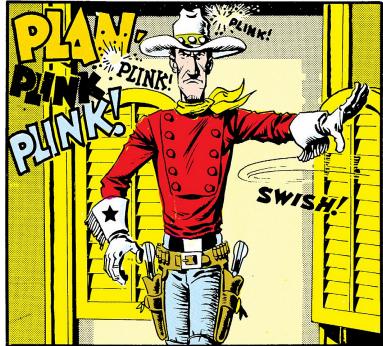
A FOUL STENCH OF A CELLULOID STINK BOMB RISES INTO THE CLEAR OCEAN AIR! FOR, YOU SEE ... BUMBLED!

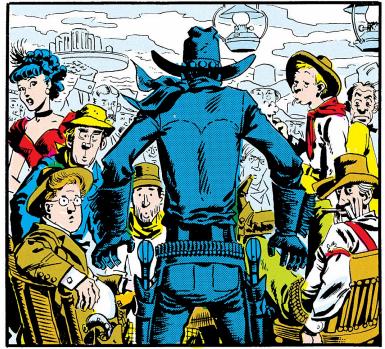






















I BEEN RIDIN'... FER THE PAST Y'AR SADDLE-SORE! 'CAUSE WHEN I MAKES UP MUH MIND TO DO SOMETHIN', I DON'T CHANGE EASY! AN' I GOT MUH GUNS STRAPPED ON 'CAUSE WHEN I FIND THE VARMINT THAT SHOT MUH BUDDY, AH'M GONNA GIVE 'IM THE SAME CHANCET HE GAVE MELVIN!



I BEEN RIDIN... (CAUSE WHEN I MAKES UP MUH MIND TO DO SOMETHIN, I DON'T CHANGE EASY! I DUG THE BULLET OUTTA MELVIN! A .48 SLUG WITH A TWISTY SCRATCH! I BEEN RIDIN' CROSS'T THE PECOS TRAIL FOLLOWING THE GUN THAT THAT THERE BULLET CUM F'UM! AN' THE TRAIL BRUNG ME BACK H'AR! H'AR TO YUCCA-PUCCA GULCH!



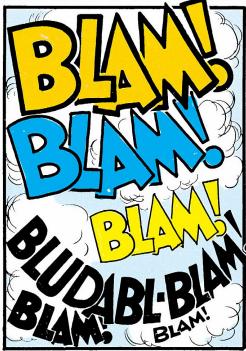
I BEEN RIDIN ... 'CAUSE WHEN I MAKES UP MUH MIND TO DO SOMETHIN', I DON'T CHANGE EASY! RIDIN' TILL I'M SADDLE-SORE, SADDLE-SORE! I BEEN FOLLOWING A .48 REVOLVER THAT MAKES A TWISTY SCRATCH! I BEEN FOLLOWING IT HERE TO THE MAN WHO OWNS IT! A MAN BY THE NAME OF KICKIMINA BELLY KELLY!



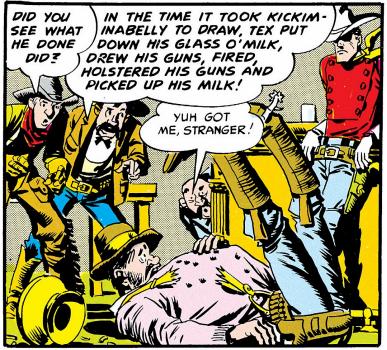




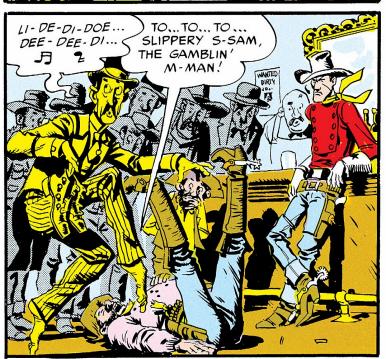






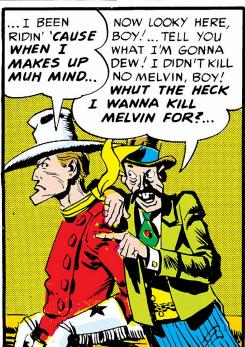






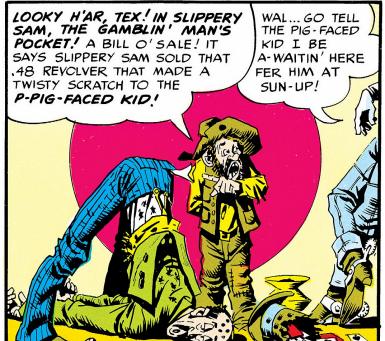




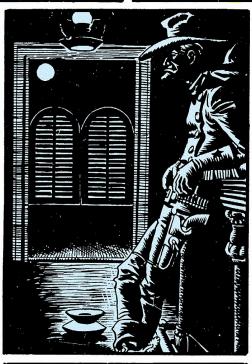


















SUN-UP! I SEES THE HAT OF A



